

WSLV

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CATALOG NO. 4550L 1/3

Form BC 126

June 1954

Official No. 4643

9-14-77 Auth. gr. for on-the-air I.D. as "Ardmore, Tennessee-

BROADCASTING STATION LICENSE RECORD Alabama."

Date first licensed 10-31-67

Call letters W.S.L.V.

Station location Ardmore, Tenn.

W.S.L.V., INCORPORATED (AL 10-16-78 EFF: 11-14-78)

x E.D. HILDRETH, MARIE N. HILDRETH and IKE G. HOBSON (AL 10-16-78 EFF: 11-14-78)

Name of licensee x STATELINE BROADCASTING COMPANY, INCORPORATED

500 Stateline Rd. West, Ardmore, Tenn. (L. 10-31-67)

Transmitter location State Line Road, Ardmore, Tennessee (BP 2-24-67) ~~BP 2-24-67~~

500 Stateline Rd. W, Ardmore, Tenn. (Lic. 10-31-67)

38449

Main studio location To be determined, Ardmore, Tennessee (BP 2-24-67)

CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No. | Date Issued | Freq. | Power | Time Div. | Period From To |
|--|----------------|--------------------|-----------------|--------------|---------------------|
| BP-16948 | 2-24-67 | 1520kc | 1kw 500w(CH) | Day | 4-24 10-24-67 |
| CP for a new standard broadcast station (Cond'1). | | | | | |
| BL-11,792 | 10-31-67 | 1520kc | 1kw 500w(CH) | Day | 10-31 8-1-70 |
| Lic. to cover CP(PB-16,948) | | | | | |
| BTC-5601 | 5-10-68 | Vol. TC | | | |
| BP-18190 | 12-3-69 | 1110kc | 1kw | Day | 8-3-70 |
| CP to chg. freq., power and make chgs. in ground system. | | | | | |
| BR-4643 | 9-11-70 | RENEWAL OF LICENSE | | | 8-1-73 |
| BL-12,687(L) | 10-26-70 | Lic.(BP-18,190) | | | for changes. 8-1-73 |
| EBSA | 5-22-72 | | | | |
| BR-4643(S) | 9-24-73 | RENEWAL | | | 8-1-76 |
| BR-4643(S) | 7-30-76 | Renewal of License | | | 8-1--79 |
| BAL780804EB | 10-16-78 | VOL. AL | | | EFF: 11-14-78 |
| BAL780804EC | 10-16-78 | VOL. AL D | | | EFF: 11-14-78 |
| BR790402VZ(L) | 7-18-79 | Renewal of License | | | 8-1-82 |

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters NEW W S L V

Name STATELINE BROADCASTING COMPANY, INCORPORATED
ARDMORE, TENNESSEE (GENERAL DELIVERY, ARDMORE, TENNESSEE 38449)
(* E. D. Hildreth)

| File No. | Dated | Application for | Action | |
|--|--------------------|--|--|----------|
| | | | Nature | Date |
| BP-16,948 R & F. | 10-4-65 10-5-65 | Construction permit for a new standard b/c station to be operated on: Frequency: 1520kc Power: 1kw (500w CH) Hours: Daytime Trans: GATES BC-1G Trans.Loc: State Line Road, Ardmore, Tennessee Studio Loc: To be determined Ardmore, Tennessee Remote Control POINT: Same as studio Engr: Dwight M. Cleveland, Montgomery, Ala. | GRANTED Cond'l re: Pre-sunrise operati on. | 2-24-67 |
| BL-11,792 R & F PTA-9/29/67 OCT 20 1967 | 9/20/67 9/22/67 | Lic. to cover CP (BP-16,948) which auth. a new standard b/c station, specify studio & remote control point loc. 500 Stateline Rd., Ardmore, Tn (same as trans.) Engr: Dwight M. Cleveland, Montgomery, Ala. | GRANTED Cond'l. re pre-sunrise | 10-31-67 |

CONTACT: Mr. Ike Hopson

PHONE: Code 615; 427-2745

ADDRESS: Stateline Broadcasting Company, Inc.
c/o E. D. Hildreth
210 Westchester Ave. S. W.
Huntsville, Alabama

FORM BC-121 #2
AUG. 1955

APPLICATION RECORD - BROADCASTING

1520kc

Call
Letters W S L V

Name STATELINE BROADCASTING COMPANY, INCORPORATED
Ardmore, Tennessee

| File No. | Dated | Application for | Action | |
|---|--|--|---------|----------|
| | | | Nature | Date |
| BTC-5601 R & F FEE PD:\$75 - 118763 APR 10 1968 | 3-27-68 4-3-68 | Voluntary acquisition of positive control of lic. corp. by E.D. Hildreth thru purchase of stock from Jerry E. Puckett | GRANTED | 5-10-68 |
| BP-18,190 R. & F. #426767 \$75 PN mailed 6-28-68 JUL 3 1968 | 5-7-68 5-8-68 5-8-68 | CP to change freq. from 1520kc to 1110kc; power from 1kw(500w CH) to 1kw(daytime) & make changes in the ground system. | GRANTED | 12-3-69 |
| | 9-2-69 10-28-69 | Amendment re IV-A. re Amendment community survey. | | |
| BL-12,687 R & F #609656 \$30. PTA Amended PRESS | 6-17-70 6-17-70 6-17-70 6-26-70 7-6-70 AUG 6 1970 | Lic.(BP-18,190) for changes. length ground radials (minimum) | GRANTED | 10-26-70 |

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call
Letters W S L VName STATELINE BROADCASTING COMPANY, INCORPORATED
Ardmore, Tennessee

| File No. | Dated | Application for | Action | |
|---|--|--|---------|---------|
| | | | Nature | Date |
| BR-4643 R & F #597043 \$75. P.N. | 4-27-70 4-28-70 4-28-70 4-28-70 | Renewal of License AMENDED 6-19-70 re: financial & programming data | GRANTED | 9-11-70 |
| ----- | | | | |
| | MAY 8 1970 | | | |
| BR-4643 R & F P.N. PRESS | 3-30-73 5-3-73 5-3-73 | Renewal of License AMENDED 9-7-73 re: ascert. of comm. needs; commercial policy; equal emp. policy | GRANTED | 9-24-73 |
| ----- | | | | |
| BR-4643 R & F P.N. Press | 3-16-76 3-18-76 3-18-76 MAY 20 1976 | RENEWAL OF LICENSE AMENDED 7-16-76 re: commercial matter | GRANTED | 7-30-76 |

APPLICATION RECORD - BROADCASTING

W.S.L.V., INCORPORATED

Call Letters W S L V

x E. D. HILDRETH, MARIE N. HILDRETH and IKE G. HOBSON

Name ~~x E. D. HILDRETH~~
STATELINE BROADCASTING COMPANY, INCORPORATED
Ardmore, Tenn.

| File No. | Dated | Application for | Action | |
|--|-----------------------------|--|-----------------|----------------------|
| | | | Nature | Date |
| Ltr. Rec'd PRESS OCT 21 1976 | 8-31-76 | Req. Waiver of Sec. 73.1201(b)(2) of the rules to identify as: "Ardmore, Tennessee Alabama". | GRANTED | 9-14-77 |
| BAL780804EE R & F FORM 316 | 7-29-78 8-4-78 | Vol AL to E.D. HILDRETH, MARIE N. HILDRETH and IKE G. HOBSON Mutually contingent on grant of below AL Atty - Larry Perry, Oak Ridge, Tenn. | GRANTED EFF: | 10-16-78 11-14-78 |
| BAL780804EC R & F FORM 314 PN FILED SEP 7 1978 | 7-29-78 8-4-78 9-6-78 | Vol AL to W.S.L.V., INCORPORATED Mutually contingent on grant of above AL Atty - Larry Perry, Oak Ridge, Tenn. | GRANTED EFF: | 10-16-78 11-14-78 |

#5

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

1110khz

Call
Letters W S L VName W.S.L.V. INCORPORATED
Ardmore, TN

| File No. | Dated | Application for | Action | |
|---------------------|------------|--|---------|---------|
| | | | Nature | Date |
| BR790402VZ PRESS | MAY 9 1979 | Renewal of License Atty. Robert S. Stone | GRANTEI | 7-18-79 |
| 810716AA | | Construction permit to chg power to 2.5kw- 1kw(CH). | | |

About the History Cards ...

History Cards were first used by the Department of Commerce to keep track of applications filed by, and changes to, the earliest AM broadcast stations in the early 1920s. The records were subsequently transferred to the Federal Radio Commission in 1927, and after that to the Federal Communications Commission when that agency was created in 1934. These cards gradually grew into a large card file. History Cards remained in use until the creation of the first computerized database in 1980 to track broadcast applications, the Broadcast Application Processing System (BAPS). However, the Commission did not transfer the data from the History Cards to the new system. Instead, it retained the History Cards in their original form – 3" by 5" filing cards – for reference.

In 1999, the Commission moved to a new location (445 12th Street SW), and also at that time created the successor database to BAPS, the Consolidated DataBase System (CDBS). The History Cards were transferred to microfiche by a contractor (only a few sets of microfiche exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above. Generally, they have been left as negatives as those are often easier to read.

History Cards contain very brief entries and notes about station facilities, applications, and ownership. They are not, and never were intended to be, a comprehensive record of a station's operations. Nevertheless, they can be useful to help determine, for example, when a station first went on the air and its call letters at that time. History Card comments were generally typed onto the cards, and thus some records will show more faintly or with more smudging than others, depending on the quality of typewriter and ribbon then used. Occasional handwritten comments, corrections, and strikeouts may also be found. Cards may be incomplete, missing, or occasionally out of sequence.

The History Cards are presented here as they were copied to microfiche, to preserve this record for public use, and with the hope that they will be of value to future researchers of radio station history.

